

Station WAVY-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm) PHILADELPHIA
Advertiser () LEAGUE OF CONS VOTE 3050 K ST NW Sales Office ()
Product CONSERVATION VOTERS WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1512 Agency C/P1/P2/E 39/42/1512 Salesperson Phone# 215-567-6005
Buyer Spencer Wood Flight Dates 10/30/2012 - 11/12/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---
CLIENT: LEAGUE OF CONSERVATION VOTERS SC=*

--- REMARKS ---
THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$54,450
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS	:30	\$1,500.00	10/30-11/02	4	1	4	\$6,000.00	
	2	TU-F	7A-9A	TODAY SHOW	:30	\$1,500.00	10/30-11/02	4	1	4	\$6,000.00	
	3	SA	7A-8A	SATURDAY AM NEWS	:30	\$400.00	11/03-11/03	1	1	1	\$400.00	
	4	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	5	SU	9A-10A	MEET THE PRESS	:30	\$800.00	11/04-11/04	2	1	2	\$1,600.00	
	6	TU-F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/30-11/02	6	1	6	\$1,800.00	
	7	M	10A-11A	TODAY SHOW 3	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	8	TU-F	12P-1P	NOON NEWS	:30	\$150.00	10/30-11/02	5	1	5	\$750.00	
	9	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	10/30-11/02	5	1	5	\$1,500.00	
	10	TU-F	2P-3P	THE DOCTORS	:30	\$150.00	10/30-11/02	5	1	5	\$750.00	
	11	TU-F	3P-4P	MAURY POVICH	:30	\$250.00	10/30-11/02	5	1	5	\$1,250.00	

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	12	TU-F	4P-5P	ANDERSON COOPER	:30	\$250.00	10/30-11/02	5	1	5	\$1,250.00	
	13	TU-F	5P-530P	5PM NEWS	:30	\$700.00	10/30-11/02	2	1	2	\$1,400.00	
	14	TU-F	530P-6P	530PM NEWS	:30	\$700.00	10/30-11/02	2	1	2	\$1,400.00	
	15	TU-F	6P-630P	6PM NEWS	:30	\$1,000.00	10/30-11/02	5	1	5	\$5,000.00	
	16	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$350.00	11/03-11/03	1	1	1	\$350.00	
	17	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
	18	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	10/30-11/02	2	1	2	\$1,200.00	
	19	TU-F	730P-8P	THE INSIDER	:30	\$600.00	10/30-11/02	2	1	2	\$1,200.00	
	20	W	8P-9P	ANIMAL PRACTICE/GUYS WITH KIDS	:30	\$900.00	10/31-10/31	1	1	1	\$900.00	
	21	F	8P-9P	WHITNEY/COMMUNITY	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
	22	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$1,200.00	11/04-11/04	2	1	2	\$2,400.00	
	23	TU-F	11P-1135P	LATE NEWS	:30	\$800.00	10/30-11/02	5	1	5	\$4,000.00	
	24	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	25	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$300.00	10/30-11/02	4	1	4	\$1,200.00	
	26	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	27	M-TU	6A-7A	AM NEWS	:30	\$1,500.00	11/05-11/06	1	1	1	\$1,500.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	28	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	11/05-11/06	1	1	1	\$1,500.00	
	29	M-TU	9A-10A	TODAY SHOW 2	:30	\$300.00	11/05-11/06	2	1	2	\$600.00	
	30	M-TU	12P-1P	NOON NEWS	:30	\$150.00	11/05-11/06	2	1	2	\$300.00	
	31	M-TU	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	11/05-11/06	2	1	2	\$600.00	
	32	M-TU	2P-3P	THE DOCTORS	:30	\$150.00	11/05-11/06	2	1	2	\$300.00	
	33	M	3P-4P	MAURY POVICH	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	34	M	4P-5P	ANDERSON COOPER	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	35	M	5P-530P	5PM NEWS	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	36	M	530P-6P	530PM NEWS	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	37	M	6P-630P	6PM NEWS	:30	\$1,000.00	11/05-11/05	2	1	2	\$2,000.00	
	38	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
	39	M	730P-8P	THE INSIDER	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
	40	M	11P-1135P	LATE NEWS	:30	\$800.00	11/05-11/05	1	1	1	\$800.00	
	41	M	1135P-1235A	THE TONIGHT SHOW	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	

---REPORT TOTALS---

Report Totals: 94 / \$54,450.00

EC'd Yes Last Received: 08/07/2012 9:41 AM

Showing Buylines: All Lines

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3050 K ST NW
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Flight Dates 10/30/2012 - 11/12/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Nov 12: 94 / \$54,450.00
Sales Totals: 94 / \$54,450.00
Station Totals: 94 / \$54,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$170,156	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 17%
		WTVZ 2%	WVBT 9%	WVEC 37%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books MAY12, NOV11, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE